



For Immediate Release

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Apple To Provide Powerful Solutions for Finding Information on the Internet

PALM SPRINGS, California—January 24, 1994—Apple Computer, Inc. announced today at the Demo '94 computer conference its intention to expand its AppleSearch™ text search and retrieval software beyond local-area networks to help users access and find the information they need on the Internet. AppleSearch is client/server software designed to give Macintosh® computer users personalized, easy access to large text and document databases.

Combining Apple's traditional ease-of-use with sophisticated search agent technology, Apple® expects the enhanced version of AppleSearch to help users find and prioritize relevant information residing on the Internet by providing seamless access to publishing servers, such as Wide Area Information Servers (WAIS). Apple expects its new Internet access capability to be available in AppleSearch by the end of 1994.

"Just as the desktop computer came into its own in the 1980s, the Information Highway concept is evidence that a network evolution is poised to dominate the 1990s, giving computer users access to vast amounts of information," said Jim Groff, senior director of LAN Systems for the Apple Business Systems Division. "The challenge will be weeding through the chaos of information on the network to find the files or documents users need most. We intend to continue enhancing AppleSearch as an intelligent assistance solution that finds and organizes that information—no matter where it resides."

In addition to expanding AppleSearch capabilities, Apple intends to continue working closely with commercial and university developers to ensure a variety of Internet access solutions are available.

"AppleSearch puts the power of information retrieval at the users' command by making it easy to find information. By proactively searching across the Internet on the users' behalf, it also leverages their time," said Brewster Kahle, president of WAIS Inc., a Menlo Park, Calif.-based company that provides publishing tools and services over the Internet. "Our focus is to continue enhancing the content on the Internet so that users have a range of quality sources and services available to them."

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As more and more computer users look to the Internet to connect to business and university databases as well as various small networks that are often warehouses of useful information, Apple is looking to provide tools to help users easily navigate through the stockpiles of information available on the Internet. It's Apple's intention to create solutions that will enhance the user's experience and increase productivity while providing seamless access to the Internet from the local-area network.

The Internet was originally established as a comprehensive network to allow researchers and scientists to share data and electronic-mail messages. Today, the scope of the Internet has been expanded beyond the research community to include millions of business users, noted Kahle.

AppleSearch features Reporters, which are sophisticated search agents that quickly search through documents on the fileserver, regardless of their format, to deliver information users need. Reporters can be assigned to keep users updated as new and relevant information appears on the server. Combining features found on high-end bibliographic full-text retrieval software with Apple's traditional ease-of-use and administration, AppleSearch can also tap into information sources such as server-mounted CD-ROMs, news wire services or other on-line services that feed into the AppleSearch server. The AppleSearch server software incorporates the Callable Personal Librarian (CPL), developed by Personal Library Software, Inc., as its search engine.

The Demo '94 computer conference, sponsored by PC Letter, is an annual personal computer industry product and technology showcase.

Availability and Pricing:

AppleSearch is currently available from authorized resellers and dealers. A Server/Client 5-Pack is available in the U.S. for \$1,799 (MSRP) and a Client 10-Pack is US\$499 (MSRP). An AppleSearch Client Developer's Kit is priced at US\$299 and is available through APDA®, Apple's source for developer tools. Pricing outside the U.S. may vary. For more information on AppleSearch, contact the Apple Network Information Line at (408) 862-3385.

Headquartered in Cupertino, California, Apple Computer, Inc. (NASDAQ: AAPL) develops, manufactures and markets personal computer, server and personal interactive electronic systems for use in business, education, the home, science, engineering and government. A recognized pioneer and innovator in the information industry, Apple does business in more than 120 countries.

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